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Bowl Them Over With Customer Service

Greg Kline, General Manager of Brenneman Enterprises' seven bowling centers in central Pennsylvania, maintains two criteria for his customer service policies: They must be based on basic service philosophies, and they must grow with his business. Over the last three years, Kline has found that one customer service program in particular meets these requirements.

"Three years ago, we really had no method to address the smoking preferences of our bowlers," said Kline. "Then information about The Accommodation Program came my way. The first thing that struck me was that a customer service tool for this issue actually exists."

Since then Kline has relied on the program signage and technical information to make sure that every aspect of his accommodations were in place. "The moment you walk through my bowling center doors, the signage lets you know that we accommodate the preferences of non-smokers and smokers."

And, as his bowling centers evolve, so does The Accommodation Program.

With the new "How To Become An Accommodating Bowling Center" Source Book, and the "By The Book" employee training video, Kline is expanding the way he implements his smoking policy.

According to Kline, "We have always maintained a full stock of program signage for our centers' concourses and lounges. These new materials will really serve to give us a solid foundation to begin to upgrade our ventilation system and train our staff. I believe proper ventilation and a knowledgeable staff are the core elements of any smoking policy."

Kline's reference is to the section in the Bowling Center Source Book that outlines how to establish and maintain an effective heating, ventilation and air conditioning (HVAC) system. As the book says, "By creating indoor comfort in each of the areas of your center, your facility can satisfy all of your customers."

"Thanks to the new Source Book, we make sure maintenance people clean our charcoal filters as necessary. We are always looking for new HVAC products to improve our system," added Kline. "From how to properly configure my bowling center to how to communicate a policy of accommodation, the Bowling Center Source Book makes it easy to map out a quality customer service plan."

Kline is also excited about presenting the free training video, "By The Book," at his next series of managers' meetings. The video features on-the-job situations which will demonstrate to Kline's staff how to be more attentive to customer preferences, how to address complaints and how to effectively designate non-smoking and smoking sections in his establishment.

"These new tools demonstrate how The Accommodation Program grows with my business," Kline said.

Atlanta Plays Host To The World

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guidelines for visitors unfamiliar with U.S. dining customs, and information on reservations, tipping and service hours.

The Accommodation Program was also a key sponsor of the Welcome South Visitors Center, a focal point for visitor information during the Games. As a service to several hundred thousand visitors, The Accommodation Program created a dining information station jointly with the ACVB and the Atlanta Restaurant Marketing Association where visitors could review menus from some of Atlanta's most accommodating restaurants.

"One of the most-often-asked questions we get is, 'Can you recommend a good restaurant?'" said Kelly Miller, manager of Olympic marketing for the ACVB and the Welcome South Visitors Center. "We recommended hundreds through The Guide."

Advertising Support

To promote consumer awareness of the availability of The Accommodation Program restaurant guide, a print advertising campaign ran in major Georgia newspapers and magazines, including the *Atlanta Journal/Constitution*, *Savannah Morning News*, *Columbus Ledger Enquirer*, *Macon Telegraph*, *Athens Banner Herald*, and *Atlanta Magazine*. And, to further promote accommodating restaurants, an additional ad campaign featured each and every restaurant listed in The Guide.

Now the athletes have claimed their glory, the medals have been awarded and the spectators have returned to homes around the world. Yet The Accommodation Program remains, as does the dining information station and the Welcome South Visitors Center. The legacy of superior customer service and accommodation will live on for years to come. Atlanta will continue to be recognized as one of the world's most accommodating cities and Georgia as one of this country's most accommodating states. Southern hospitality and charm keep rolling along.

"Our aim is to satisfy all of our visitors' requests before, during and after the Games," said Spurgeon Richardson, president of the convention and visitors bureau. "The Accommodation Program helps to provide the Atlanta hospitality industry with the tools necessary to do that job."

For a free copy of The Guide to Georgia's Accommodating Restaurants, call 1-800-354-2888.

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